

A Scientist's Opinion of Beer!

A. Chaston Chapman, F.I.C., F.R.S.

"BEER NOT ONLY HAS FOOD VALUE, BUT IT HAS FOR MANY PERSONS, STIMULATING PROPERTIES AND TONIC PROPERTIES. IT IS DISTINCTLY A TONIC IN MANY RESPECTS. ALL THESE PROPERTIES, TOGETHER WITH THE EFFECTS ON THE PALATE OF PEOPLE WHO LIKE IT, GO TO MAKE IT A BEVERAGE THAT YOU CANNOT COMPARE ANY OTHER BEVERAGE WITH IT."

Agents for the Brewing Industry of Alberta
Distributors Ltd.
 PHONE 82 BASSANO

This Advertisement is not inserted by the Alberta Liquor Control Board, or By the Government of the Province of Alberta.

Grab Bag Buying

Remember your kid days. . . . when you went to a bazaar or fair of any kind there was always a grab-bag—one of those mythical things you reached into and drew out a whistle, a lollipop, a doll or a toy of some kind. You never knew what you were going to get—but that was half the fun. You didn't care.

But now when you buy anything you want to be sure what you get. You can't take chances on grab-bag methods. You must know that your purchase will fit your need. But do you?

There is one way you can be reasonably sure of everything you buy. Buy advertised products. Look through the advertisements in this paper. They will give you the information necessary to intelligent buying. They will tell you what is new and best and why it will suit you.

Advertisements are a form of introduction from the manufacturer or merchant to you. It is to your interest to read them.

Advertisements tell you what you want to know about the goods you buy

The Call,
 Gleichen,
 Alberta

Town & District

Miss Fergie, our chief telephone operator has her sister visiting with her for a holiday.

Miss A. Melrose, who at one time taught school here, has been visiting with Mrs. Geo. W. Hamer.

Vic Ramberg of Keena accompanied by his parents have been visiting Mr. and Mrs. L. Sadler. Vic has just returned from a holiday jaunt to the Pacific coast.

L. H. Phillips the popular station agent has returned from his holiday trip to California. Mr. Phillips states he had a wonderful time and enjoyed every minute of his holiday.

Rev. J. R. Davies, formerly of Gleichen but now of Aceme, stopped in town Monday for a few minutes, on his way home from Brooks. While at Brooks Mr. Davies had charge of the church services there last Sunday.

Tom Johnston, the Gunners' great defence star, will spend the next week or so in Bassano. Vic has just returned while the proprietor takes a holiday.

Mr. and Mrs. D. McKay and daughters, of Manitoba, passed through Gleichen a few days ago, bound for a visit to the Peace. They stopped long enough to pass the time of day with Mr. and Mrs. J. A. Ramsey. McKays being formerly from that celebrated spot P. E. Island.

Yes, our garden beds we rake and all manner of pains we take, to have them slick and also are red, in fact the simply can't be beat. We turn our backs and walk away and view them on the coming day—Horror! these beds so often span and spider are clawed and welled—we raise a kick; our neighbor's chickens running loose and garden makings but little use, and these all hint our garden looking, may tempt us yet to do some shooting, and to alleviate our wrath we'll make our dinner on chicken broth.

Mr. Thompson, of the Municipality, has now a show place in respect to trees and shrubs. He will have one of the beauty spots of Gleichen if he keeps this up. Gleichen's beauty spots are becoming more numerous.

With the summer season here and holidays and vacations are in order, you will be entertaining friends and relatives from a distance or will be going away to visit them. Don't forget that your Gleichen friends are always anxious to learn of these comings and goings. The Call columns provides the means of transmitting the information. Just phone 99 or drop a line to The Call.

The rising level of commodity prices has been accompanied by an increase in the volume of wholesale and retail trade. Bayers generally, when prices are declining, are loath to do more than meet their immediate requirements, anticipating a further decline in the price level. Reports from all sections of Canada show a better demand from consumers for all types of merchandise. Seasonal demand may account for some of this increase but the improvement has been general and includes lines not ordinarily subject to this influence. It is also reported that buyers are not only spending more freely but are choosing goods of higher quality than formerly.

Not long ago a livestock truck from Gleichen pulled up to the unloading chute. The driver who for some years has been making a comfortable living out mixed farming, unloaded a number of good heavy type hogs and called for the grader. After having the load graded and weighted, the farmer asked to be given his cheque to do some shopping before leaving for home. The amount was slightly over one hundred dollars. As the farmer walked past the hogs on the way to get the cheque cashed the buyer noticed that he stopped for a last look and finally lifted his hat to them as he left the pen. In a joking manner the buyer asked the farmer why he did it. The reply contains some food for thought. "Well," said the farmer, "I have been farming in my district now for a good many years. All that time I have kept a few sons and fed some hogs, and whenever I was 'stuck' for a hundred dollars I could always go to my pig pen and get the money. Many of my neighbors feel that they don't want to be bothered with hogs at the price they are, but they sure would like to have this money I am just going to get from you. I always will take off my hat to my hogs; they have helped me out of many a tight place, and I expect always to have some on my farm."

MEMORIAM

JOHNSON. In loving memory of our dear daughter, Florence, who died August 13th, 1931.

No one knows how much we miss you. No one knows the bitter pain we have suffered since you left us. Life has never been the same. In our hearts your memory lingers sweetly, tender, fond and true. There is not a day, dear daughter, that we do not think of you. Ever remembered by Daddy, Mother.

STROMSMOE.—In loving memory of our dear mother and mother-in-law, who died, Aug 6th, 1931.

Loving mother, true and kind, No friend like you on earth will find. For all of us you did your best, May God give you eternal rest. Ever remembered by Mr. and Mrs. Carl Johnson.

Diesel engines will be chiefly used in airplanes of the future, according to predictions by engineers.

The personnel of the French navy includes 4,000 officers and 68,000 men.

There were about 200 different Indian tribes on this continent at the time of America's discovery by Columbus.

The Gleichen Flour Mill

Owing to the advancing price of wheat the price of four has advanced accordingly. There is, however, still a big difference in the price of flour milled at the Gleichen Flour Mill and the flour milled elsewhere and shipped in.

Four bushels of No. 1 Northern wheat delivered at the Gleichen Mill will now pay for a 98 pound sack of Bear Brand Flour and 10 pounds of wheatmeal.

QUALIFIED WATCHMAKER JEWELLER

Prepared to repair all makes of watches and clocks and Jewellery. ALL WORK GUARANTEED SATISFACTORY, AND DONE AT REASONABLE RATES.

V. HACKWORTH,

GEO. W. EVANS

Undertaker
 And Embalmer
 MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way

TRUCKING

Have you any trucking to do? If so see me for specials.

Good mine run coal \$4.75 a ton. Cartage on Indian coal \$1.50 per ton. I handle Turner Valley gas in any quantity. Drive up to our modern filling station and try it.

Residence Phone No. 13

TED KRAUSE

CLASSIFIED ADS

Not to exceed this heading 15 words or under 50c. first insertion and 25c. each subsequent insertion 1 week; \$1.00. Over 15 words one cent per word for each insertion.



If you had a voice like his, order, with a megaphone attached, it you could not reach as many people as you can through our want ads. You have not got the voice but our paper is at your service all the year around.



The FAVORITE

By odds of better than 2 to 1, the tire favoured over every other make in Canada, is Goodyear.

Every year for eighteen years more people have ridden on Goodyear Tires than on any other kind.

Why gamble with a second-choice tire when Goodyear costs no more?

LOW PRICES ON GOODYEAR PATHFINDERS
 21x4.10 \$7.30
 21x4.50 \$8.15
 19x4.75 \$9.00
 These prices do not include sales tax

12 months guarantee against defects and road hazards

GOOD YEAR

MacCallum & Smith

GLEICHEN, ALBERTA



Order your

LETTER-HEADS STATEMENTS
 BILL HEADS ENVELOPES
 TAGS TICKETS
 LOOSE LEAF ACCOUNT SHEETS
 CARDS WINDOW CARDS
 MEMOHEADS DODGERS
 R.F.FEL TICKETS DISPLAY POSTERS
 SHIPPING TAGS BUSINESS CARDS

—In fact anything in the line of printing—

from The Call

